Source: https://www.industrydocuments.ucsf.edu/docs/fpnj0003

FREE Merit Award

Any Style Merit Carton with 60 pack UPCs.

FREE Merit Award

Ten Dollar Personal Check with 70 pack UPCs.

Merit Awards!

Only Merit gives you satisfying flavor in a low-tar cigarette, and something else as well–MERIT AWARDS.

MERIT AWARDS are special items chosen exclusively for smokers like you. But there's only one way to earn them–from pack UPCs with Merit. Now, when you smoke Merit, you'll get all the taste you've switched down for. Plus something more–MERIT AWARDS.

To get you started toward these two MERIT AWARDS, look for the three enclosed coupons. Remember, you can do it with Merit.

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SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

Ultima: Kings 1 mg "tar," 0.1 mg nicotine—Ultra Lights: Kings 5 mg "tar," 0.4 mg nicotine—Kings: 8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.

YES YOU CAN switch down to lower tar and still get satisfying taste. Plus something no other brand can give you...MERIT AWARDS.

Look for the enclosed MERIT AWARDS order form.

You've got MERIT

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